



# MSc Business Development

This part-time Master of Science, taught entirely in English, focusses on business planning and innovation in a digitalised and globalised world. Students will learn to apply advanced tools and processes, including collecting and analysing numerical data in large quantities, when developing new products and services. Knowledge in applied maths and stats is equally important in this context as are negotiation and project management skills. Students learn to run complex projects successfully, structure change processes and actively embrace and design digital thinking in companies.

## Course Highlights

- Study trip
- Multiple case studies
- Several real-life projects
- Lecturers from leading companies
- Digital Toolbox @ HSBA
- Teaching methods include Design Thinking, Kanban, Agile and Scrum
- Mentoring Programme

## JOB & MASTER Service

The JOB & MASTER Service is a free placement service for HSBA students. Eligible students are placed in local companies offering vacancies for (Bachelor's) graduates. The salary assists the students in paying their tuition fees.

## Mentoring

Students will be matched with a member of the Hamburg business community (HSBA alumni). The mentor functions as role model and/or sparring partner, assisting with study or work related issues and helps the student to network.

**Applicants** → This consecutive course is open to graduates with a "good" Bachelor grade in business or economics and a "good" command of English.

**Course Organisation** → Teaching takes place on extended weekends (Thursday evening to Friday/Saturday) and during a few full-time weeks per semester. The course runs for 30 months including four months for the thesis.

**Work & Study** → The weekly study workload amounts to 15 to 20 hours. We recommend that students work a maximum of 30 hours per week. Companies' goodwill for this schedule is required.

**Degree** → Master of Science with 120 ECTS. Degree is accredited by the FIBAA.

**Course Fees & Funding** → The tuition fees are EUR 22,500 (excl. study trip). Tax deductions may be possible. For fee reductions and scholarships, see [www.hsba.de](http://www.hsba.de)

# 97%

of Master's alumni are satisfied with their studies at HSBA

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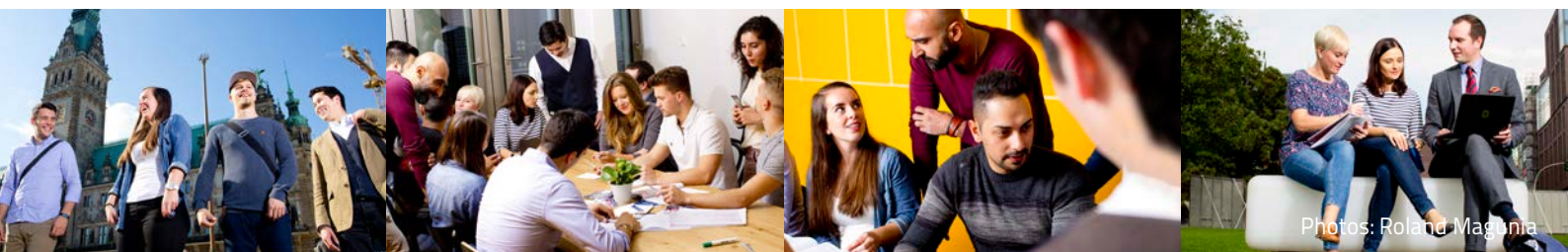
October is the start date of the 2½-year study programme

# 25

Students on average, a maximum of 40 students per class

# 4

Cross-module topics: digitalisation, presentation skills, project management tools and business strategies



## MSc Business Development

Year 1		Year 2		Year 3
Scientific Methods & Competences	Digital Economics	Innovation Management	Sustainable Innovation Camp	Thesis
Data Analysis & Statistics	Applied Econometrics	Study Trip	Corporate Finance	
Project Management	Case Studies	Project Intrapreneurship	Research Seminar Business Development	
Product Management	Service & Product Design		Project Entrepreneurship	
Entre-/ Intrapreneurship	Digital Toolbox / Master's Elective	Strategic Business Development	Project Entrepreneurship	
Cross-Module Topics: Digitalisation   Presentation Skills   Project Management Tools   Business Strategies				

### Course Content

The core modules focus on designing successful business models and innovation in a changing world. Students learn to organise a company strategically and financially, while dealing with challenges and change, deploying careful analysis at all times. In the Project modules students act as consultants, facing real-life problems and thereby applying theory in praxis.

The shared modules with students from MSc Finance include Project Management where concepts such as Design Thinking, Scrum or Agile are taught. Data Analysis & Statistics focusses on IT tools like MatLab, delving deep into maths and stats. Negotiation techniques and research methods are acquired in Scientific Methods & Competences, conveying methodological and analytical skills. Sustainable Innovation & Compliance, Digital Economics and Applied Econometrics highlight the need for embracing digitalisation and provide a combination of mathematically well-grounded method-building and wide-ranging applied work with data. Students gain an international perspective on business development in International Markets & Study Trip.

Students from across all postgraduate courses learn together in Digital Toolbox/Master's Elective which is a unique offering on digital tools and business strategies.

### Application Requirements

Applications must be submitted by email and include: HSBA's application form | letter of motivation in English | CV | certificates incl. transcript of records and diploma supplement | letter of recommendation | English language certificate (B2) if applicable

### Application Process

After the document review, applicants are invited to a telephone interview. The candidates' personal and academic suitability is assessed during HSBA's Admission Day. Successful applicants are offered a study place. There is no application fee.

### Any Questions?

We are happy to help! Contact Minh at [masters.admissions@hsba.de](mailto:masters.admissions@hsba.de) or phone +49 (0)40 822160-910



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